

A NEW POP

— THE FUNDRAISER AWAKENS —

MAY THE SALES BE WITH YOU

2026 Popcorn Kick-Off Meeting



SET YOUR
TARGETS



USE THE
FORCE



SELL WITH
CONFIDENCE



SUPPORT
SCOUTING



EARN REWARDS.
BE A LEADER.

Agenda

- Team Dynamics
- Theme Reveal
- Product Line-up
- Goals and Impact
- Way to Sell
- Updates
- Commissions / General Info
- Orders and distributions
- Prizes and awards

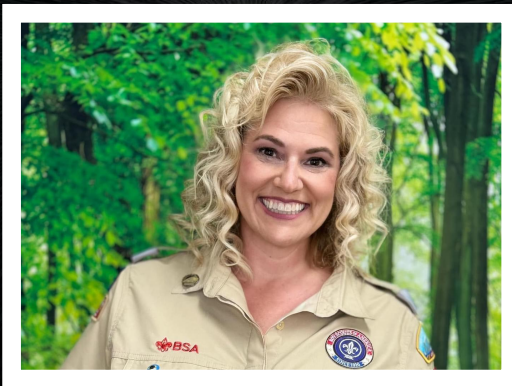


Team Dynamics

USE THE FORCE. SELL MORE POPCORN. CHANGE LIVES.

Volunteer Team Roles

Amy Daniels
Supreme PopCommander
(Council Kernel)



Atlanta Area Council Team Roles

Charity Drabik
Staff Advisor



Mary Chesser
Support Admin



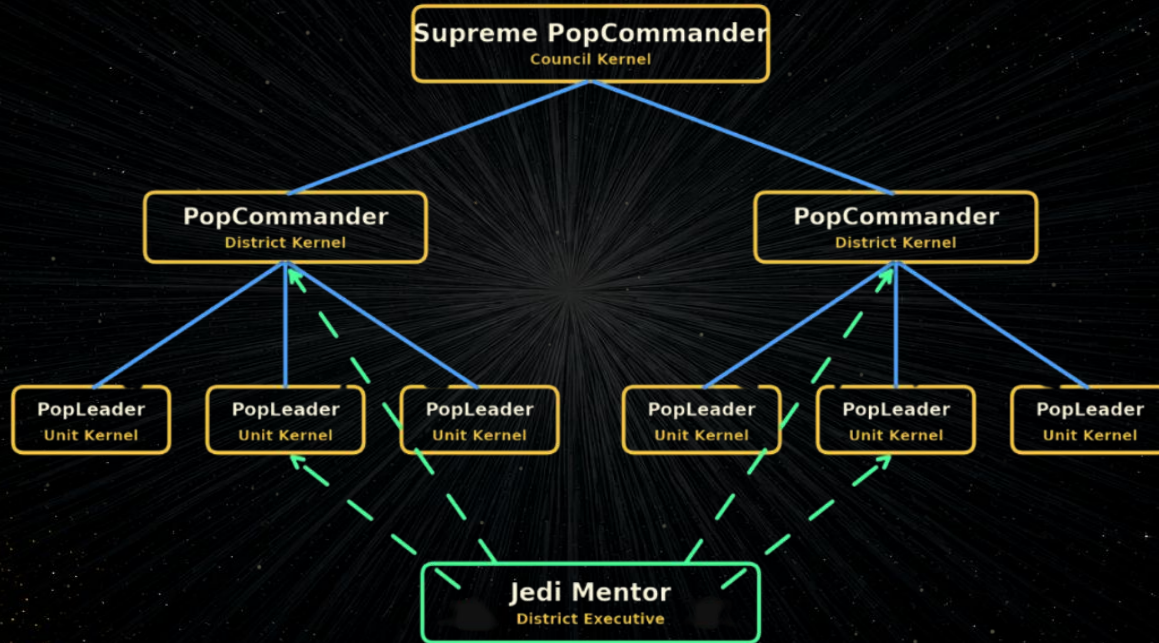
Trails End Team

**Let's Welcome our new Trails End Rep
PJ Vaught**



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GALACTIC POPCORN COMMAND



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Supreme PopCommander (Council Kernel)

Job Description

Communicate with Units

Support Units

Recruit Units to Sell

Help Lead Council Kick-Off

Help with Council Product Sales Support

Help with Council Training



Pop Commanders (District Popcorn Kernels)

2026 District Popcorn Kernel		
District	Kernel	Email
Appalachian Trail	Katie Lewis	kat_hebner@yahoo.com
Button Gwinnett ☺	Geoffrey Sperback	gsperback91@gmail.com
Foothills	Vera Melnichenko	veramarkdsd@gmail.com
Hightower Trail ☺	Brian Medford	brian.s.medford@gmail.com
Indian Springs	Jamie Pace	jamie@pace-s.com
Indian Springs	Rebekah Teal	rebekah.teal3@gmail.com
Northern Ridge ☺	Lynda Sharp	sharpfamilyga@gmail.com
Phoenix	Bernardo del Hoyo	bernardo.delhoyo@gmail.com
Pickett's Mill ☺	Sasha Ramirez	sramzee22@gmail.com
Silver Comet	Sharon Hudson	sehudson2006@yahoo.com
Soapstone Ridge	Leesa Brown	leesa.d.brown@gmail.com
Southern Crescent	Jane Bailey	caroljane19@hotmail.com
Southwest Atlanta ☺	Tunya Green	tunyagreen@gmail.com
Yellow River ☺	Jasmine Echols	jasminepechols@yahoo.com

☺ District kernel attended unit kernel training

Pop Commander (District Kernel)

Job Description

Communicate with Units

Support Units

Recruit Units to Sell

Help Lead Unit Kick-Off

Help with Distributions

Help with Training

PopLeader (Unit Kernels)

Job Description

Lead Unit Kick-Off

Register for Popcorn

Register for Storefronts

Organize Sales

Support Families

DOOR PRIZE DRAWING!

EVERYONE HAS A CHANCE TO WIN!



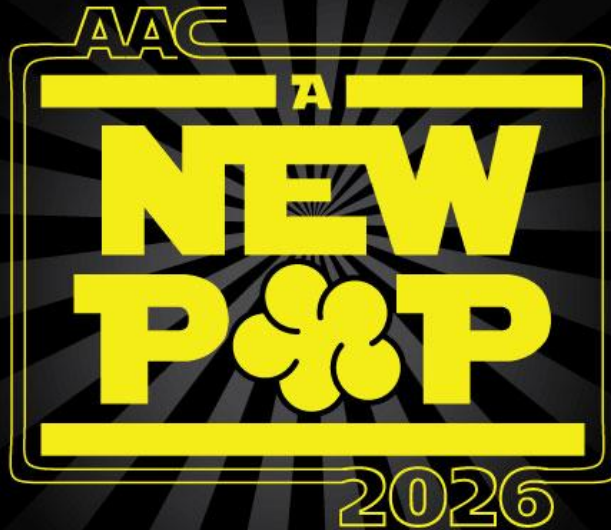
MUST BE PRESENT TO WIN!

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Theme Reveal

USE THE FORCE. SELL MORE POPCORN. CHANGE LIVES.

Council Theme Reveal



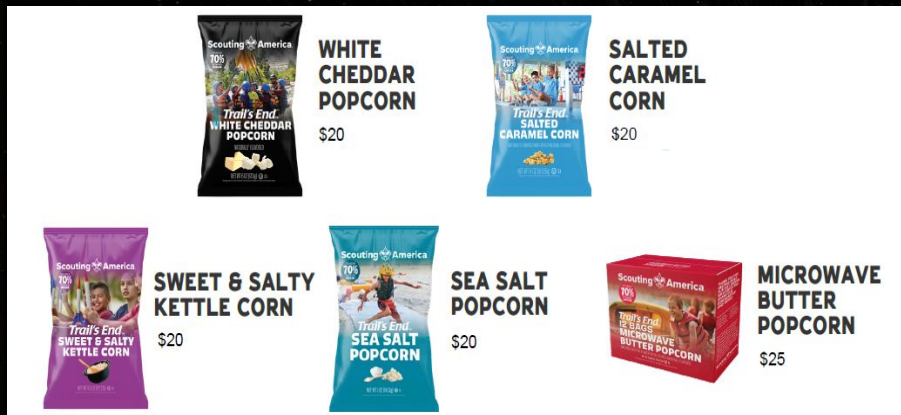
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Product Line up



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2026 Product Line



Microwave Popcorn

July 17 18 months

Store in cool, dry place away from heat sources



Caramel & Cheese

July 17 7-9 months

Ready-to-eat gourmet products; avoid humidity

*Sea Salt /Kettle Corn

July 17 7-9 months

Trail's Ends recommends all items are stored at ambient temperatures which ranges from 60F to 75F.

Do not store popcorn in hot vehicles, garages or sheds.

Goals / Impact

USE THE FORCE. SELL MORE POPCORN. CHANGE LIVES.

2026 Popcorn Goal

ATTENTION, JEDI SELLERS!

OUR MISSION IS CLEAR. OUR GOAL IS SET.

OUR GOAL IS:

WE NEED TO ACHIEVE

\$1.375M

IN POPCORN SALES



EVERY SALE
COUNTS



STAY FOCUSED



WORK TOGETHER



ACHIEVE GREATNESS



BE THE FORCE

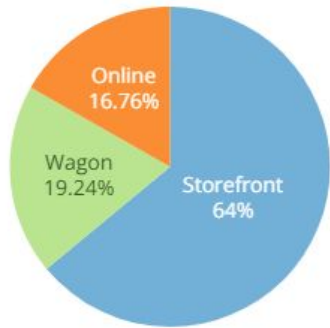
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USE THE FORCE. SELL MORE POPCORN. CHANGE LIVES.

2025 Atlanta Area Council Popcorn Sale Review

Scout Sales

\$1,329,655 Total Scout Sales



Storefront	\$850,919
Wagon	\$255,844
Online	\$222,892

- White Cheddar is the top selling product
- 1527 Scouts sold popcorn
- 205 units registered to sell
 - Only 113 units sold popcorn

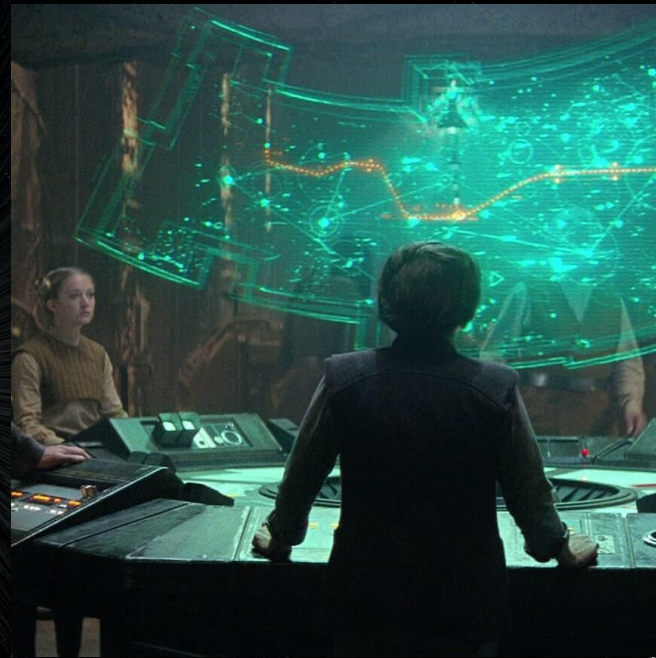
Donations / Heroes & Helpers

Three mission objectives:

- ✓ Enter Donations in Trails End Platform
- ✓ Trails Ends Purchases and Delivers to Heroes
- ✓ Donations entered in App Update Overnight

Cash Donations

- ✓ Unit purchases popcorn in the APP from their own inventory
- ✓ Unit Delivers popcorn to Heroes & Helpers



Updates



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What's New for 2026



Comprehensive Program Dashboard

- Rewards, Storefronts, and key program data in one dashboard



New Onboarding Flow

- This button directs Unit Leaders through various questions and set up to get started on their fall fundraiser. Includes. It can be found on the Home page in the upper right hand corner and is called Onboarding.
 - Unit Commitment
 - Goal Setting
 - Storefront Defaults
 - Storefront Blackout dates
 - Address center point and the maximum driving radius
 - Simultaneous Storefronts that a unit would like to work at one time
 - Review Unit Leadership
 - Bank account



Meet Fin, Your new support assistant

- Fin is Trail's End's AI-powered support assistant, built on Intercom, one of the leading AI-first customer service platforms trusted by thousands of businesses worldwide. When you reach out for help, Fin is your first point of contact — available instantly, any time of day.
 - Available 24/7, no hold times or waiting for business hours
 - Trained on Trail's End's help center to answer your most common questions fast
 - Seamlessly connects you to a live support agent when needed
 - Access it right where you already are — click the ? icon in the leader portal or open a chat in the app

Getting Started as a Leader

1 Sign Up / Commit Your Unit

Register your unit for this year's sale at trails-end.com/unit-registration. New leaders receive their Leader Portal username after registration.

3 Set Your Unit Goal

Use the goal-setting tool to build a program budget. Start by asking Scouts what they want to do — then set your fundraising goal to achieve that program plan.

5 Set Your Unit's Kickoff Date

Many sale details are Council-specific: products & prices, sale dates, commission percentages, order due dates, pickup dates, and incentives. Don't miss the kickoff!

2 Complete Onboarding

Login at admin.trails-end.com. Click the Onboarding button (top right) to walk through planning items — unit goal, storefront settings, unit leadership review, and bank account setup.

4 Update Your Scout Roster

Each Scout needs their own Trail's End account. Invite Scouts by email/text from the portal, or give them your Unit Code to self-register. Returning Scouts use their existing username.

6 Access Training & Resources

Log in to admin.trails-end.com → Learning for videos, the Leader Guide, and in-portal tours. Also register for Live Q&A sessions and join the Trail's End Facebook community.

The Trail's End Leader Portal & Scout App



Leader Portal

admin.trails-end.com

- ✓ Reserve & manage storefront sites and shifts
- ✓ Invite Scouts to create accounts & build your roster
- ✓ Place unit popcorn orders and track inventory
- ✓ View real-time Scout sales from any device
- ✓ Download detailed sales reports
- ✓ Submit Scout rewards and claim unit payout
- ✓ Access the Learning page — videos, guides, & tours
- ✓ Set up your bank account for ACH payouts



Trail's End App

For Scouts & Parents

- ✓ Scouts accept credit/debit — Trail's End pays all fees!
- ✓ NEW: Tap-to-Pay (Apple Pay, Google Pay, contactless)
- ✓ Compatible with Square card readers
- ✓ Manual card entry & customer self-checkout
- ✓ Record Heroes & Helpers™ donations
- ✓ Cash to Credit™ conversion for extra reward points
- ✓ Works on iOS and Android
- ✓ Text APP to 62771 to download

Unit Leader Portal- What's New for 2026

-  **New Leader Portal**
-  **Storefront Enhancements**
-  **Revamped Finance Section**
-  **Easier Scout Management**
-  **Comprehensive Program Dashboard**
-  **New Onboarding Flow**
-  **New Support AI Assistant**

Trails End Portal Timeline

UNIT

Troop 764

Atlanta Area Council

FUNDRAISER

Active

2026 Selling Campaign

Home

Scouts

Storefronts

Sales

Orders

Inventory

Finances

Reports

Program Overview

Support & Resources

Timeline

Storefronts

Rewards

Commissions

Timeline

Key dates for your council program this year.

COMING SOON

First Order Window Opens

When the window for your first unit order will open.

COMING SOON

First Order Window Closes

The last day to submit your first order.

JUL 23, 2026

Unit Onboarding Deadline

Deadline to complete onboarding. This information is used to help prepare for an effective sale and is required for auto-assignment.

JUL 27, 2026

Storefront Auto Assignment

Units will be auto-assigned storefront hours to help jump start the planning process with less effort.

JUL 29, 2026

Storefront Claiming Opens

When manual storefront selection will open for all units in the council.

AUG 22, 2026

Storefront Selling Starts

First day to sell at storefront locations. Your first reservation may not be on this day, but this is when they are first available.

ONGOING - EVERY TUESDAY

Auto Release

Reservations without an assigned scout are released back to the pool.

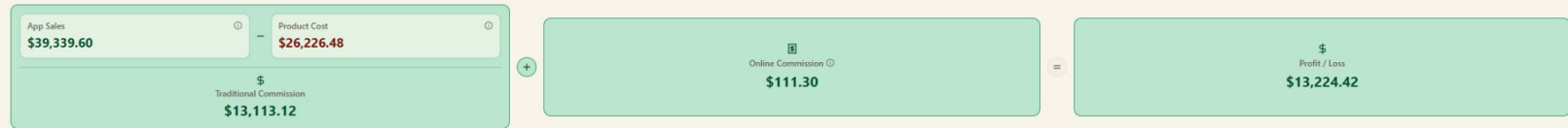
Trails End Finance Tab

Finances

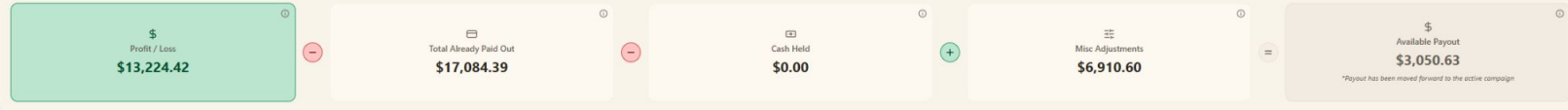
Review financial summaries, payouts, and reports.

% Council/Unit Commission Agreement

Profit / Loss Breakdown



Payout



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Trails End Storefronts

Units have budgeted hours based on last year's sale/goal. This is to prevent units for claiming more hours than they need to reach their goal. You must have completed your onboarding.

 **Storefronts**
Your auto-assigned hours and reservation budget

View Storefronts →

AUTO-ASSIGNED HOURS

25 hours

Auto-assignment on Jul 27, 2026

TOTAL BUDGET

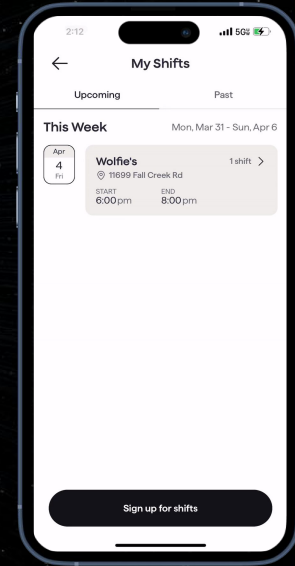
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Manual selection opens Jul 29, 2026

Values will be shown after Jul 24, 2026 at 11:59 PM

Why Trail's End Storefronts?

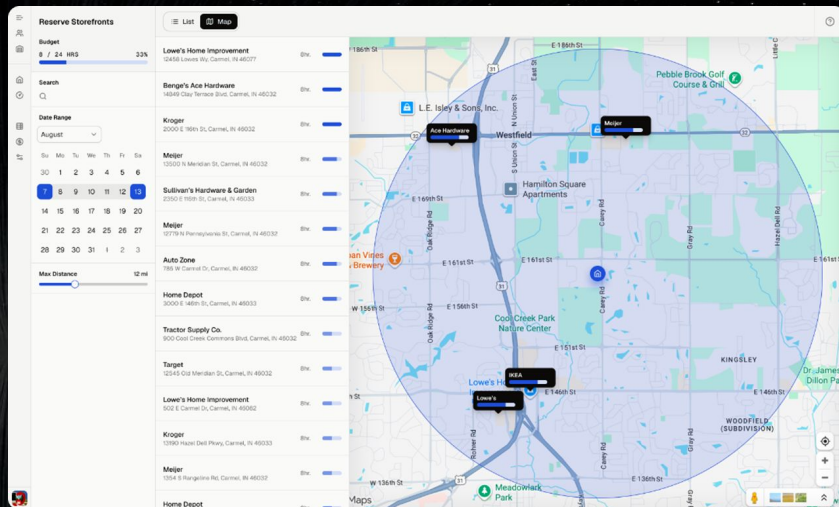
- Trails Ends Books Stores for you!
- High Foot Traffic Locations
- \$200+ Per Hour Potential
- 25 Hours assigned to your Unit
- View Calendar, Claim With a 'Click'



Unit Coverage Mapping

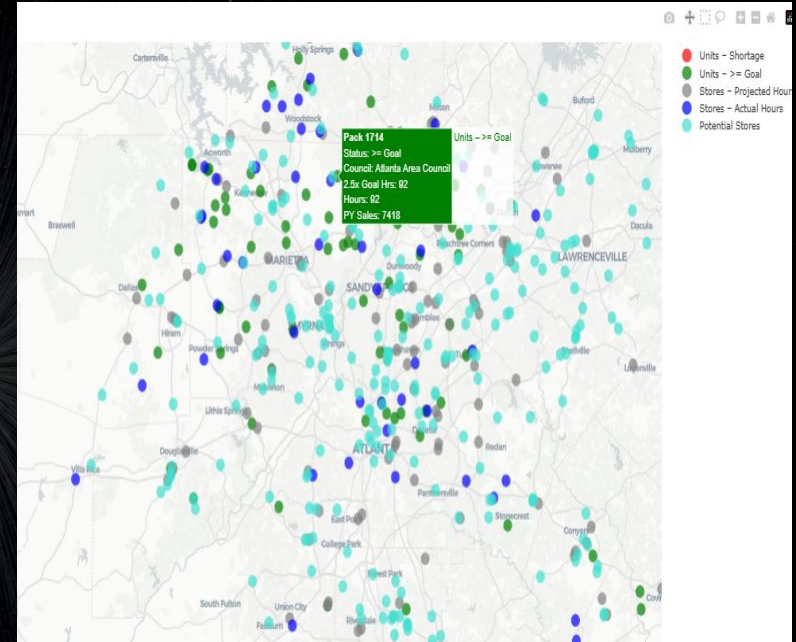
Storefront reservation screen

- Better filtering and search
 - Map-based browsing
- Predicted performance indicators used to rank reservations on a Unit level



Unit Coverage Mapping

- Assurance we have store hour coverage for all Units
- Identify potential stores to call where coverage is not met
- 2.5X hrs available per Unit within 10mi radius against PY retail sales
 - ◆ \$10k PY SALES - 50 hrs need @ \$200/hr
 - ◆ 125 hr available for Unit goal

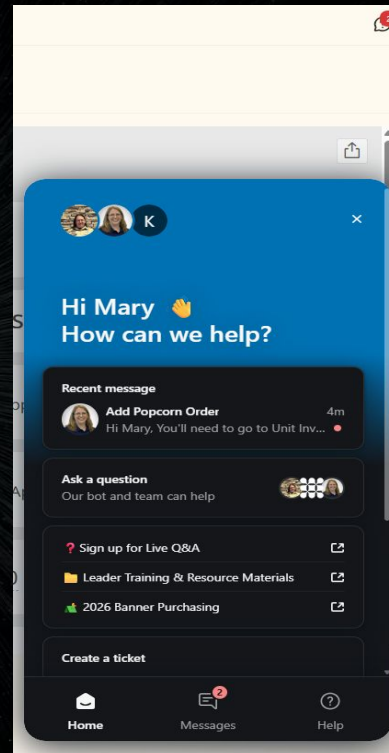


Meet Fin



Meet Fin, Your new support assistant

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DOOR PRIZE DRAWING!

EVERYONE HAS A CHANCE TO WIN!



MUST BE PRESENT TO WIN!

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Commissions

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2026 Popcorn Sale Commission Structure

30% - Base commission

Sell popcorn. Receive 30% commission on all Traditional Sales (Storefronts/Take Orders (Wagon Sales) and Online Sales

Example: \$10,000 (Traditional)

\$10,000 x 30% = \$3,000 (kept by unit at time of Sale)

(Note: Commissions earned will be applied to your unit's popcorn invoice first. Once the invoice is paid in full, the unit will receive the commission as a payout.)

Earn Up to 5% in Bonus Commission

Earn up to 5% bonus commission based on traditional sales (Storefronts/Take Orders (Wagon Sales))

BONUS	UNITS WITH UNDER \$20K IN SALES	UNITS WITH \$20K+ IN SALES
2%	<i>Submit your unit activity calendar by August 10, 2026.</i>	<i>Submit your unit activity calendar by August 10, 2026.</i>
1%	<i>Increase sales by 5%.</i>	<i>Increase sales by 5%.</i>
1%	<i>Increase sales by 10%.</i>	<i>Increase sales by 7%.</i>
1%	<i>Increase sales by 15%.</i>	<i>Increase sales by 10%.</i>

Earn Up to 5% in Bonus Commission

Bonus commission opportunities are based on your unit's previous sales.

Note: If a unit does not add their bank account to the Trail's End system, their payout will be delayed

Example:	2025 Sales	Increase sales by 5% - Earn 1%	Increase sales by 10% - Earn 1%	Increase sales by 15% - Earn 1%
Troop 1	\$5,000	\$5,250	\$5,500	\$5,750
	2025 Sales	Increase sales by 5% - Earn 1%	Increase sales by 7% - Earn 1%	Increase sales by 10% - Earn 1%
Troop 2	\$22,000	\$23,100	\$23,540	\$24,200

Earn up to 5% bonus commission based on traditional sales (Storefronts/Take Orders (Wagon Sales))

Earn Up to 5% in Bonus Commission

SUBMIT YOUR UNIT ACTIVITY CALENDAR

Email your calendar by August 10, 2026, to:

- Mary Chesser: mary.chesser@scouting.org
- Charity Drabik: charity.drabik@scouting.org



Pack 277

2026-2027 Calendar

All Meetings are Sunday at 2pm at FUMC

AUG

16th - Welcome Back Meeting + Raingutter Regatta
23rd - Den Meeting
30th - Den Meeting

6th - No Meeting - Labor Day Weekend
13th - Den Meeting
20th - No Meeting - Start of Fall Break
27th - S'mores at the FUMC Pavilion



SEPT

OCT

4th - Den Meeting† Parent Meeting at 3:30pm
11th - Hike
18th - No Meeting - Fall Family Camping*
Sat. 24th - FUMC Fall Festival
25th - Pack Meeting

1st - Den Meeting
8th - Den Meeting
15th - Den Meeting† Parent Meeting at 3:30pm
22nd - No Meeting - Thanksgiving Break
29th - No Meeting - Thanksgiving Break



NOV

DEC

6th - Den Meeting - Family Traditions
13th - Pack Meeting + Holiday Party
20th - No Meeting - Holiday Break
27th - No Meeting - Holiday Break

Leader Info:

Email - pack277marietta@gmail.com
Stephanie Daigle - Committee Chair - (229) 291-5089
Joseph Daigle - Interim Cubmaster - (678) 296-6166

New Unit Promotions



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New Unit Promotion

Who qualifies:

- Units that did not sell any popcorn fundraiser traditionally (Storefront or wagon) in 2025

What do new Units get:

- 100% commission on one case of White Cheddar and one case of Sea Salt (\$480 retail)

What's required:

- (1) Minimum two 2-hour storefronts shifts (4 hours total) and
- (2) Two cases must be sold by 10/31, and
- (3) Record all sales in the Trail's End App

When will credits be issued:

- No later than 11/13/2026



**12
BAGS**



**12
BAGS**

**NO RISK!
NO UPFRONT COST!**

- \$480 of free popcorn for New Units
- Storefronts™ reserved for you

USE THE FORCE. SELL MORE POPCORN. CHANGE LIVES.

AAC No-Risk Sale

EXCLUSIVE OFFER FOR UNITS THAT DID NOT SELL POPCORN IN 2025

WELCOME BACK TO POPCORN!



**NO RISK.
ALL POTENTIAL.
ALL YOU.**

We have an **EXCLUSIVE OFFER** to welcome you back to popcorn!

We're excited to welcome your unit back to the Atlanta Area Council Popcorn Sale! Eligible units can participate in our **NO-RISK POPCORN OFFER**, making it easy to try the sale without the financial risk of unsold product.



or unsold product.

★ ELIGIBILITY CONDITIONS ★



Must use the Trail's End App to log sales



Units will be responsible for any damaged product



Product must be returned by the return date



Upon return of popcorn, a post adjustment entry will be made in your Trail's End account



Product must be returned in sellable condition



Unit will not be allowed to check out popcorn more than twice



TAKE THE FIRST STEP TOWARD SUCCESS!

This no-risk opportunity is our way of saying we're excited to have you back. Let's make this your best popcorn season yet!



**Scouting
America**

Atlanta Area Council



READY TO GET STARTED?

Contact your District Popcorn Kernel or Mary Chesser
✉ mary.chesser@scouting.org

**NO RISK. ★ GREAT PRODUCTS. ★ BIG IMPACT.
LET'S POPCORN!**

USE THE FORCE. SELL MORE POPCORN. CHANGE LIVES.

General Info

USE THE FORCE. SELL MORE POPCORN. CHANGE LIVES.

Key Dates

JUL 1	Online Sales Begin	SEP 13	Unit Order 2 Due
JUL 15	Council Coordinated Meeting & Popcorn Kickoff	SEP 25-26	Distribution 2
JUL 23	Unit Onboarding Completed	OCT 21	Council Coordinated Meeting
JUL 27	Storefront Auto-Assignments	OCT 25	Unit Order 3 Due
JUL 29	Storefront Claiming Opens for All Units	NOV 6-7	Distribution 3
AUG 9	Unit Order 1 Due	DEC 3	Final Payment Due
AUG 15	Scout Training	DEC 31	Popcorn Sale Ends
AUG 21-22	Distribution 1	FEB 27, 2027	Top Seller Celebration • 2027
AUG 22	Storefront Sales Begin		

Importance of Kickoffs

A great kickoff sets the tone for the entire sale. Keep it exciting, fun, and informative — cover the essentials:

- **Unit & Scout goals** — share the unit goal and have each Scout set their own
- **Prizes** — show Scouts what they can earn
- **Product knowledge & pitch practice** — give Scouts a chance to get familiar with the products and practice their sales pitch
- **Key dates** — make sure everyone knows what's coming and when
- Host a unit kickoff - earn a unit popcorn kick-off ribbon
- Email your kick-off meeting date/time to Mary Chesser (mary.chesser@scouting.org) to earn up to 25 free items to use during your kick-off meeting or sale.



Orders / Distribution



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Managing Popcorn Inventory

Popcorn is **non-returnable and non-refundable** — but the AAC has several measures in place to help units manage their inventory effectively:

- 3 order dates for flexibility
- Weekly replenishments for weekend storefronts
- Order reviews with increase/decrease recommendations before each order is placed
- AAC Popcorn Facebook page and a Haves & Needs spreadsheet to connect units with excess or need



Distribution



- Atlanta Area Council Warehouse:
AT, FH, NR, PH, SC, ST, SWA, YR
(Charity Drabik,/Mary Chesser)
Carson Jenkins)
- Eagle Rock: BG, HT, NR, SR
(John Allen and Julian Fitts)
- DeNyse Signs: IS, PM
(Michael Bloodsworth & Charles Workman)

Once council places Order 1, Mary Chesser will coordinate distribution pick-up times with warehouse captains. A link to claim a pick-up spot, along with location details, will follow by email.

DOOR PRIZE DRAWING!

EVERYONE HAS A CHANCE TO WIN!



MUST BE PRESENT TO WIN!

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Prizes & Rewards



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Scout Rewards



Trail's End Rewards®

- Scouts earn reward points on every sale
- Available eGift cards: Amazon, Target, Walmart, Prepaid Mastercard®, and more. Can be split across retailers.
- Earn 4x per \$1 credit and online sales
- 1 point per \$1 cash sales
- +3 point per \$1 for cash to credit
- New! - Earn points on sales between levels.
- Submit Scout rewards through the Leader Portal. Minimum of \$600 in sales is required for rewards claiming to begin.

Trail's End REWARDS®

EARN 4X WITH CREDIT

4 POINTS PER \$1 CREDIT & ONLINE SALES

1 POINT PER \$1 CASH SALES

+3 BONUS POINTS PER \$1 FOR CASH TO CREDIT™

PLUS

1 bonus point per \$1 for Heroes And Helpers®
Earn **ADDITIONAL** bonus points for achieving sales levels below

NEW

Earn points on sales between levels!
With 100% credit sales, Scouts claim when ready!
Each point = \$0.01 in gift cards; minimum of \$600 in sales is required for Rewards claiming to begin.



CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

Pick one or more:
Amazon® eGift Card, Prepaid Mastercard®, and others!



WHY IS CREDIT IMPORTANT

72% of U.S. retail is credit — yet Scouts are only 51% credit from consumers. That's a missed opportunity, because consumers spend 14% more with credit — helping Scouts hit goals 14% faster.

Plus, **not handling cash is safer** for Scouts, Parents, and Leaders, and **credit means Scouts, Packs/Troops, and Councils get paid faster.**



DOWNLOAD THE TRAIL'S END APP® TO START EARNING

Here's what Scouts earn with all credit sales:

SALES LEVEL	BASE POINTS (4 POINTS PER \$1)		LEVEL BONUS POINTS		TOTAL POINTS	\$ REWARDS	WHAT YOU COULD GET
\$25,000*	100,000	+	235,000	=	335,000	\$3,350	Family Vacation
\$15,000	60,000	+	140,000	=	200,000	\$2,000	High Adventure
\$10,000	40,000	+	70,000	=	110,000	\$1,100	Canoe
\$7,500	30,000	+	50,000	=	80,000	\$800	3D Printer
\$5,000	20,000	+	30,000	=	50,000	\$500	Gaming Console
\$4,000	16,000	+	21,500	=	37,500	\$375	Day Camp
\$3,000	12,000	+	13,000	=	25,000	\$250	Hiking Backpack
\$2,000	8,000	+	3,000	=	11,000	\$110	Drone
\$1,500	6,000	+	1,500	=	7,500	\$75	Camping Tent
\$1,000	4,000	+	500	=	4,500	\$45	Video Game
\$600	2,400	+	100	=	2,500	\$25	Water Bottle

*Earn additional 45,000 bonus points for every \$5,000 sold above \$25,000
Level bonuses are not cumulative. Only the highest level reached will be awarded.

Trail's End Rewards earned in 2026 must be claimed by March 31, 2027. The merchants represented are not sponsors of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions. All rewards and promotions are subject to [Terms and Conditions](https://portal.trails-end.com/legal/terms) at <https://portal.trails-end.com/legal/terms>.

\$800 Club Prize/Patch/Monthly Contests

\$800 Club

Back by popular demand - the Snuggle Hoodie!

The first 500 Scouts to reach \$800 in popcorn sales and pick up their prize will win an exclusive, ultra-cozy wearable snuggie hoodie!



Monthly Contests

 Fall Sales Contests Are Coming! (September – November)

Get ready for awesome themed prizes like a Obi-Wan Kenobi lightsaber, themed LEGO set along with NeeDoh/Dumpling Squishies/Blind Boxes!

Just remember: Scouts must participate each month to stay eligible for the next month's prizes!



Participant Patch

Scouts who sell \$100 in popcorn will earn a participant patch.

Patches will be available after the sale ends.

Very Impressive Popcorn Sellers

Scouts who sell at least \$1,200 will earn a council strip.



JOIN THE NEW POP TOP SELLERS!

SELL \$1,200+ AND EARN EXCLUSIVE TOP SELLER REWARDS!



POPMAN



VIP
Certificate



Top Seller
Hat



Council
Strip



POP KNIGHT



\$25
Amazon
Gift Card

PLUS:
AT \$3,000+
YOU EARN AN
INVITE TO THE
TOP SELLER
CELEBRATION!



POP CAPTAIN



\$25
Amazon
Gift Card



GRAND POP MASTER



\$50
Amazon
Gift Card



SELL \$100 IN POPCORN AND
EARN A PARTICIPATION PATCH!



BECOME A POP TROOPER! — SELL \$800 —

The first 500 Scouts to sell
\$800+ in popcorn sales and
pick up their prize will receive a
HOODED SNUGGLE!



TOP SELLER CELEBRATION!



DAVE & BUSTER'S
FEBRUARY 27, 2027
TIME: AM - TBD

★ SELL MORE. EARN MORE. LEVEL UP! ★

AAC Resources

USE THE FORCE. SELL MORE POPCORN. CHANGE LIVES.

AAC Website- <https://www.scoutingatl.org/popcorn>

(770) 969-8820 | info@scoutingatl.org You are here

ATLANTA AREA COUNCIL
Scouting America

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Popcorn



Empower your Scouts' Adventures: 2026 Popcorn Campaign

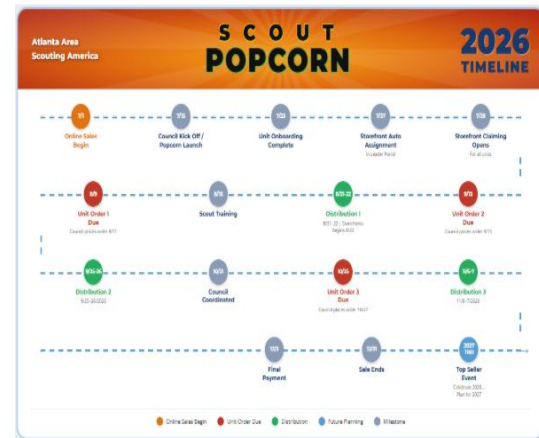
[Register Your Unit Now!](#)

Join Us for the July Council Coordinated Meeting & Product Sales Breakout Session

As the Atlanta Area Council prepares for an exciting 2026 popcorn season, we invite all Scouting volunteers and leaders to attend the upcoming **Council Coordinated Meeting and Product Sales Breakout Session**. During the breakout session, we will have our Council Popcorn Kick-Off and theme reveal. Please ensure you register for the event.

- **Date:** Wednesday, July 15, 2026
- **Time:** 6:00 PM (Light Dinner) | 6:30 PM (Program Begins)
- **Location:** Volunteer Service Center (1800 Circle 75 Parkway SE, Atlanta, GA 30339)

[Register for the meeting here.](#)



New Unit Training
New Unit Training Slides
New Unit Training Video

Unit Kernel Training
Unit Kernel Training Presentation
Unit Kernel Training Video

Council Kick-Off Meeting
Coming Soon
Coming Soon

File Name	Description	
2026 New Unit Product Promotion	Units that did not sell traditionally in 2025 can get some free product to help jump their sale.	Download
2026 Parent Guide	A good one-pager to give to your Scout parents.	Download
2026 Trails End Leader Guide	Check out the 2026 Trails End Leader Guide	Download
Scout Pitch	Scout Pitch Flyer	Download
Timeline	2026 timeline	Download

Contacting Support



Charity Drabik
Charity.Drabik@scouting.org
Cell – 404-626-8029
Staff Advisor



Mary Chesser
Mary.Chesser@scouting.org
Office: 770-956-5696
Admin Support



Amy Daniels
Amydaniels2024@outlook.com
Council Popcorn Kernel

Contact Trail's End Support

JOIN OUR FACEBOOK GROUP
Trails End Popcorn Community

VISIT OUR WEBSITE
www.Trails-End.com

EMAIL US:
Support@trails-end.com

NEED HELP? VISIT OUR FAQs:
<https://support.trails-end.com/support/home>

Atlanta Area Council Social Media

VISIT THE AAC POPCORN WEBSITE
www.atlantabsa.org/popcorn

JOIN THE AAC FACEBOOK GROUP
Atlanta Area Popcorn

New Leaders/Units

USE THE FORCE. SELL MORE POPCORN. CHANGE LIVES.

Tips for New Leaders

Advice from Trail's End and experienced popcorn kernels



You're not selling popcorn — you're selling Scouting!

Scouts should invite customers to support their adventures. The popcorn is the thank-you.



Get a head-start with online sales

Scouts can begin online selling in July — well before the official sale starts. Early online sales add up quickly.



Attend the Council kickoff

Your Council sets prices, sale dates, commission rates, and order deadlines. Don't miss the kickoff — many offer bonus commission for attending!



Build your Popcorn Dream Team

Add assistant leaders in the portal to share the workload. Delegate storefront management, Scout tracking, and order pick-up to different team members.



Maximize storefront earnings

Assign ONE Scout per shift — units earn significantly more. Fill all your reserved shifts or release them on Tuesday at 8pm ET.



Use every training resource available

Watch videos in the Learning portal, join Live Q&A sessions, and join the Trail's End Popcorn Community Facebook group for tips from other leaders.

Why Popcorn? - Scout's most successful fundraiser

The Trail's End Advantage



Scouts Earn More

Units earn commission on every sale — funds go directly to supporting your unit's programs, camps, and activities.



Digital Tools Built In

Trail's End App lets Scouts accept credit cards, process tap-to-pay, track sales in real time — Trail's End pays all processing fees.



Sell Year-Round Online

Online Direct sales let Scouts reach friends and family anywhere. Products ship directly from Trail's End — no work for the leader!



Scout Rewards Program

Scouts earn points toward eGift cards (Amazon, Target, Walmart, Prepaid Mastercard®) and other exciting incentives.

How do funds get spent

How Units Spend Their Money

- Field Trips
- Special Trips for top sellers in a unit
- Awesome Blue & Gold w/entertainment
- Fund extra outings and adventures
- Pay to send leaders to BALOO & Wood Badge
- Provide financial assistance to families in need by covering the cost of uniforms
- Help AOs pay for this first year at troop summer camp
- Unit camping equipment
- Unit trailer
- Pay for adult leader fees

How Scouts Spend Their Money

- Membership fees
- Unit dues
- Summer Camp
- Camping gear and supplies
- High Adventure - Philmont, Sea Base, Northern Tier
- National Jamboree

3 Ways Scouts Sell Popcorn



Storefront / Show & Sell

Highest Sales Potential

- Sell in front of partner stores — Trail's End reserves locations/unit reserved
- One Scout per shift = significantly higher earnings
- Shifts available Fri–Sun; check Tuesday at 8pm ET for auto-released hours
- Average: \$300+ sales potential per Trail's End booked shift



Door-to-Door / Wagon Sales

Personal Connection

- Scout takes orders at customers' homes using the Trail's End App
- Customers can pay by credit/debit right in the app — no cash handling!
- Product can ship directly to customer OR Scout delivers in person
- Always sell with another Scout or adult for safety



Online Direct Sales

Sell Year-Round, Anywhere

- Scouts share their virtual store via email, text, or social media
- Product ships directly from Trail's End — zero work for the leader
- Earn 4× reward points vs. standard sales
- Safest option — no cash, no delivery, no inventory to manage

Questions



USE THE FORCE. SELL MORE POPCORN. CHANGE LIVES.

THANK YOU!



MAY THE SALES BE WITH YOU



USE THE FORCE. SELL MORE POPCORN. CHANGE LIVES.